

News to Educate, Engage, and Empower Entrepreneurs

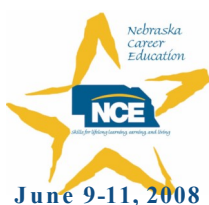
NEBRASKA CAREER EDUCATION CONFERENCE-MARK YOUR CALENDAR FOR JUNE 9-11, 2008

Opportunities abound for entrepreneurship educators to enhance knowledge & resources and have some fun!

The annual NCE Conference is a wonderful opportunity for anyone teaching entrepreneurship to add to their portfolio of best practices and classroom resources. The Conference kicks off in Kearney at the Holiday Inn Monday, June 9 and runs through Wednesday, June 11.

Monday, June 9 Pre-Conference Focus Sessions

Monday is devoted to full-day special focus sessions designed to explore a topic in greater depth than would be possible in a one-or two-hour workshop format.



For entrepreneurship educators, one of particular interest will share the newly published EntrepreneurShip Investigation curriculum. If you

want to garner a wealth of teaching ideas and activities, this Pre-Conference Session should be a priority. Read on for more details.

EntrepreneurShip Investigation: Imagine the Possibilities-Energizing, Engaging, and Empowering Young Entrepreneurs

Presenters: Patricia Fairchild, Ed.D., Nebraska 4-H, University of Nebraska-Lincoln (UNL); Diane Vigna, Ph.D., Textiles, Clothing & Design, UNL; Nancy Eberle, Nebraska 4-H, UNL; Doris Lux, Central Community College; Shelly Mowinkel, Milford Public Schools; Becky Moock, Park Middle School, Derry Trampe, Ord High School

It's hot off the press! The EntrepreneurShip Investigation middle school/high school experiential curriculum is the foundation for this interactive, first look at the final product. Curriculum Levels 1, 2, and 3, as well as the Leaders Guide and more will be your rewards for participating. The workshop fee is \$30.00.



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We're on the web!

www.nde.state.ne.us/entrep/



For the latest NCE Conference information and to register go to
<http://www.nceconference.org>

NEBRASKA CAREER EDUCATION CONFERENCE— MARK YOUR CALENDARS!

(Continued from page 1)

Tuesday, June 10-Wednesday, June 11

Tuesday & Wednesday are filled with keynoted general sessions, awards, and rotational sessions customized to fit Professional Development Strands. Those with an interest in entrepreneurship education can find two hour-long rotational sessions on Tuesday, June 10th filled with great ideas, best practices, and teaching strategies.

Rotation #1 (9:45-10:45 am)

Toolkit for Entrepreneurship Educators

Presenter: Gregg Christensen, Nebraska Department of Education
Holiday Inn—StatEROOM E

Entrepreneurship has been identified by educators, economic development professionals, communities, students and parents as an important career pathway for Nebraskans. Entrepreneurial literacy is also one of the key 21st Century skills identified as vital for career and life success by multiple task force reports. This session will provide a “toolkit” of resources and activities that can bring fun and engagement to any Career Education classroom. There is no maximum participant involvement.

Rotation #3 (1:30-2:30 pm)

NSBEA Share Shop: ESI – EntrepreneurShip Investigation

Presenter: Derry Trampe, Ord High School; Shelly Mowinkel, Milford High School; Becky Moock, Lincoln Park Middle School
Holiday Inn—StatEROOM D

Across the country the topic of entrepreneurship is HOT! Now there's a middle-level curriculum to help you explore this topic with your students. ESI is a 4-H curriculum that was written by a group of Nebraska teachers. It is available for use by individuals in classrooms and with after-school groups, as well as in 4-H clubs. Three of the ESI writers will share their experiences in using the curriculum in their classes. Plus, you'll have a chance to try out some of the activities and explore possibilities. Experiences will range from using the

curriculum as the basis for an entire entrepreneurship class to incorporating lessons from the curriculum into existing course curriculum

Registration Information

Attendance at last year's conference exceeded 500 attendees; therefore, it is important to register early and make advance room reservations. Many of the Preconference sessions have limited space due to equipment requirements required for the training. Several hotels have special conference rates and are listed under the Housing/Lodging link of the NCE Conference website, www.nceconference.com.

On-line registration for the NCE Conference opened April 1, 2008.



Early Registration (Before May 15)

☒ Full Conference—\$155

Registration includes registration and Career Field materials, plus two meals.

☒ Preconference (Monday) Only—\$50 (plus materials fee)

Late Registration (After May 15)

☒ Registrations received after May 15 are subject to a \$25 late fee.

Please note that some of the workshops and meal functions have additional fees to cover materials costs and meal/program costs.

Graduate Credit

Chadron State and Wayne State Colleges will be offering the NCE Conference for three (3) hours of graduate credit. For more information on receiving credit please contact Dr. Patricia Arneson at Wayne State, paarnes1@wsc.edu or Ronald Burke at Chadron State, rburke@csc.edu.

SCORE AND CENTRAL COMMUNITY COLLEGE OFFERS "STARTING AND GROWING A SMALL BUSINESS"

SCORE and Central Community College will be presenting a workshop for persons interested in starting or expanding a small business.

The workshop, "Starting and Growing a Small Business" will be held at Central Community College, Kearney Campus, 3519 2nd Avenue, on Monday April 28 and Monday, May 5, 2008 starting at 6:30 P.M. on each evening.



The presenters are all local business and professional persons.

The charge for both evenings is only \$40.00. You can't beat that price!

The two sessions cover different topics and include:

- (1) Assistance available from SCORE, The Nebraska Business Development Center and Central Community College
- (2) Getting Ready to Start a Business
- (3) Developing and Writing a Business Plan
- (4) Bank Financing
- (5) Bookkeeping and Accounting
- (6) Marketing and Advertising
- (7) Business Insurance
- (8) Presentation by a Kearney business man who recently started his business.

For more information contact Kathy Niedbalski (Central Community College), 308-338-4008, kniedbalski@cccneb.edu or Bob Hobbs (SCORE), 308-865-5675, rhobbs@scorecentralnebraska.org, or see our website at www.scorecentralnebraska.org.

SOUTHEAST COMMUNITY COLLEGE BUSINESS INCUBATOR ADDS SIX NEW TENANTS

The Business Incubator at Southeast Community College Entrepreneurship has just added six new tenants to their existing client base. Coming on board with the SCC Business Incubator are:

- ◇ **Ellen Rainbolt, Life Resonance Center, LLC.**
A heart-centered approach to stress-free living
- ◇ **Jeff Rimpley, Jeff Rimpley Agency, Farmers Insurance Group**
Providing specialized insurance needs
- ◇ **Shay Campbell, Timing Charts LLC**
A web based business providing financial market price data in chart form along with trading tools to help users find profitable trading strategies
- ◇ **John Thomazin, REDI group, Inc.,**
A commercial and residential property inspection and forensic engineering company
- ◇ **Russell Cowan, Money Smarts Inc.**
Offering financial coaching, accounting, bookkeeping, payroll and tax preparation services
- ◇ **Wendy Garrison of Garrison Counseling,**
providing mental health and substance abuse counseling.

They join established incubator clients including:

- Gracia Cyberphotography
- Lincoln Life Coaching Center
- Our Custom Creations, Etc.
- Serenity Health Massage
- Meridian Consulting
- Nebraska Air Quality Specialties



For more information regarding the SCC Business Incubator, contact the Entrepreneurship Center at 402.323.3383.

ENTREPRENEURSHIP DISCOVERY ZONE CAMP

NEBRASKA STATE 4-H CAMP-HALSEY STATE FOREST

Exciting Opportunity for Middle/High School Age Youth

Mark Your Calendars for June 5-7, 2008

The University of Nebraska-Lincoln and many collaborating partners are taking the ***Entrepreneurship Discovery Zone*** on the road again this summer!

And, what a great location...the Nebraska State 4-H Camp in Nebraska's own unique Halsey State Forest.

The Entrepreneurship Discovery Zone Camp will challenge young people to think about their own communities and what ideal communities would look like.

They will be empowered to make a difference in their community and area by creating new businesses.

The brand new EntrepreneurShip Investigation (ESI) curriculum is the foundation of the camp's activities. Developed by Nebraska 4-H, ESI is designed to offer comprehensive education about entrepreneurship to youth from middle school through high school.

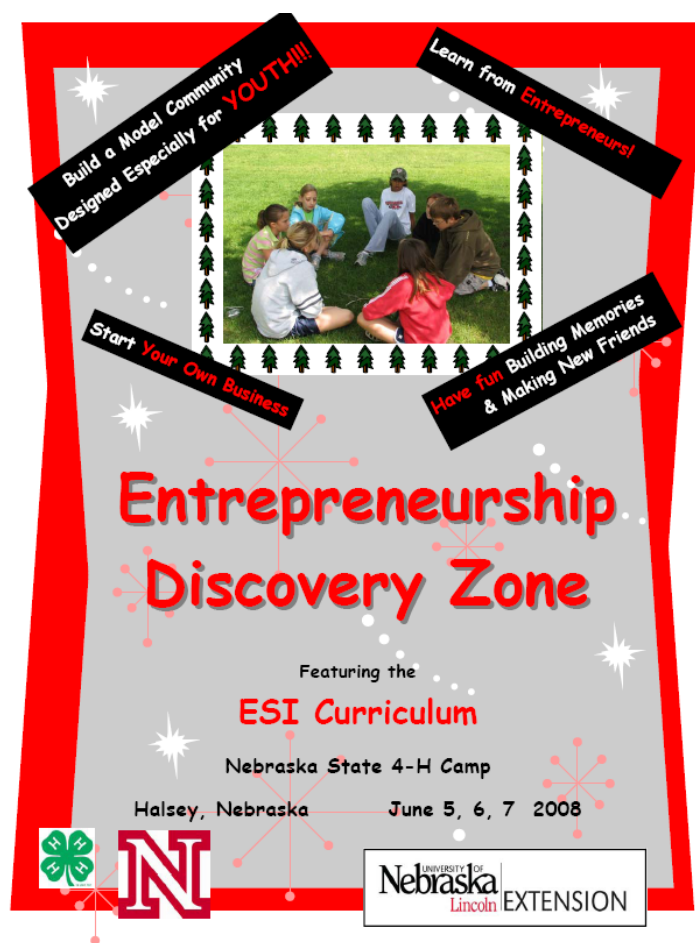
This camp offers wonderful opportunities for Nebraska youth to:

- Discover the importance of risk-taking to entrepreneurs
- Create a vision for an ideal community and how to make that dream a reality
- Use available resources to create products and services for their communities
- Tour the businesses of area entrepreneurs and be inspired by their stories
- Make awesome new friends...also known as business partners

Middle and high school-age youth from your community need to be a part of the Entrepreneurship Discovery Zone!

And, it's vitally important for your community and your school to encourage their participation. Your community's economic vitality and school district's future depend on retaining and attracting young people. This Camp is a great way to make this happen.

Please share the Entrepreneurship Discovery Zone Camp information with your students, local high school guidance counselor, other teachers, AND your local business organizations. And, encourage students to apply!



For more information contact:
4-H Youth Development
114 Ag Hall
Lincoln, NE 68583-0700
402-472-4067



UNK HIGH SCHOOL ENTREPRENEURSHIP CAMP JUNE 8-13...*THERE'S STILL TIME TO APPLY!*

The University of Nebraska-Kearney Center for Rural Research and Development and the Center for Economic Education with the help of many area organizations have planned an exciting week of events centered on entrepreneurship.

The UNK High School Entrepreneurship Camp will focus on what an entrepreneur really is, how to incubate an idea for a new business, writing a business plan for this business idea, ways of funding a new business venture, how to take that business global, and much more.

The campers will experience team building, interact with local entrepreneurs, visit various small businesses in the area and make new friends. Application forms and more information are located at: <http://www.unk.edu/acad/internationalbusiness/index.php?id=33474>

Target Audience: Rising high school juniors or seniors, especially from high schools in ESUs 9, 10, 11, and 15

Why is this camp unique? Unlike traditional “put me to sleep” classes, entrepreneurs who practice what they preach present this camp in an open discussion and active learning format.

What will students gain? Using the brand-new EntrepreneurShip Investigation “learn by doing” curriculum, students will leave the camp with a business plan for their own new business idea.

Cost: Only \$100... and that covers housing, all meals, all instructional materials, a Kick-Off Barbeque, and an Awards Banquet! Most of the camp’s cost is subsidized by UNK and regional businesses.

For more information contact:

Deborah Murray, Director, Center for Rural Research and Development, College of Business and Technology, University of Nebraska at Kearney, murraydf@unk.edu, 308.865.8135 (phone), 308.865.1631 (fax)

HIGH SCHOOL BUSINESS ENTREPRENEURSHIP PRODUCT FAIR SHOWCASES YOUTH BUSINESSES

Central Community College-Columbus was pleased to share the exciting products and business ideas created by high school students during Doris Lux’s E-Ship program.



Doris Lux (center), Director of the E-Ship Program, shares some

Area high school business owners were on campus to offer area citizens the opportunity to shop for many unique items.

The event was held from 6:00-8:00 pm in the Raider Field House on the college campus.

The young entrepreneurs had the opportunity to tell their stories, market their products and services, and

“test” their ideas in the actual marketplace. Delicious samples of brats, baked goods, and even grape spreads were definitely a hit based on the traffic patterns in the Field House. And, the traffic was steady throughout the evening.



The E-Ship program is one of several innovative projects created under the Career Education Partnership Act (CEPA) grants. These grants are creating the opportunities for collaboration between educational agencies to support creative new Career Education ideas.

Congrats to everyone involved with the Showcase!

PRESENTING FRESH IDEAS

By Mark Coddington mark.coddington@theindependent.com

LOUP CITY

The sophomores in Brenda Gregory's Life Skills class at Loup City High School are bubbling over with questions.

The queries tumble out at a feverish pace, as students interrupt one another to get the attention of Shawn Kaskie, the class's guest teacher.

"How fast of Internet do I need?" "Do you have to be rich to start a business?" "Does my business really need insurance?"



Kaskie dishes out dozens of quick answers as he steers the class through a guide to the finances of starting a business, trying to give the students an eye-

opening look at what it takes to bring an idea to fruition.

It's one session of an entrepreneurship class Kaskie is teaching to each of Loup City's sophomores this year, along with students at nearby Litchfield High School, through a \$30,000 grant from the Nebraska Department of Economic Development.

By the end of the semester-long class, each student will have produced a complete business plan for a hypothetical venture of their choosing.

Kaskie, executive director of the Sherman County Economic Development Board, said the class, along with another course for the area's small business owners, is part of a strategy to help the community thrive through long-term small business growth rather than chasing smokestacks.

"It's not like we're going to draw very many huge, major companies to Loup City," Kaskie said before a class session this week. "But entrepreneurship is a very viable strategy for trying to grow from within."



Among the words of instruction about accounts payable and sole proprietorships, Kaskie reportedly reinforces a vital part of the course's message: This is

something you can do right here in Sherman County.

Mark Eurek, a local attorney and member of the development board, helped write the two year grant last year with his wife, Patty, and Kaskie.

He said the board is intent on maintaining ties with its high school graduates as they go elsewhere for college. The town has much to offer for them to return as they begin to raise families, with strong schools, a low crime rate and a laid-back way of life, he said.

But the town needs to make sure the way is paved to make that return economically feasible.

"We've got positive things for them," Eurek said. "But they have to have a job, and they have to have a place to live."

That's where the entrepreneurship class comes in; it's planting seeds in students to start thinking how they might be able to create their own jobs back home, Eurek said.

The idea seems to have started to take root in at least two students, Andrea Carkoski and Megan Obermiller.

Carkoski would like to start her own veterinary clinic, and while her hypothetical clinic for the class is in Grand Island, the course has made her think more about the possibility of starting one in Loup City sometime down the road.

Obermiller's mother owns a tanning salon in Loup City, and the class has helped her think through the logistics of someday owning one, too.

"I've learned a lot about what it takes to start a business," she said. "If I were to ever think about it,

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PRESENTING FRESH IDEAS

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"I'd have a pretty good idea of what to do."

That's exactly what Kaskie is looking for and it may not happen until 15 years from now, but he'd love to see a few of those seeds sprout into reality.

"If even one of my 35 kids does that, I'll consider that a success," he said with a broad smile.

CEDAR RAPIDS

It was Taco Bell. That's where Bryanne Yosten and Keri Novacek's transformation from typical high school seniors to the area's newest pork purveyors began.

The Cedar Rapids students were taking a new entrepreneurship class at Central Community College-Columbus and were fresh out of ideas for their yearlong project.

At a stop at Taco Bell, both remembered their experiences helping their fathers process meat for their families. Why not try making a few brats?

Now, seven months and 1,000 pounds of bratwurst later, Yosten and Novacek are overwhelmed with the work of running a quickly growing small business and loving every minute of it.



The two girls pack, label, market, sell and deliver three flavors of bratwurst, which are based on their dads' recipes and made by the nearby Albion Locker.

They secured two federal licenses, found seven area stores to carry their brats and made their own brochures and business cards.

Oh, and they also can't forget to go to school or track practices, play rehearsals and college visits. How much time do they end up devoting to Main Street Meats?

"Every second," Yosten answers quickly. "I'm not lying."

"I don't think we've had a day where we haven't thought about it," Novacek adds.



It's paid off, too. They've made back their initial \$500 investment, and then some. The compliments from bratwurst connoisseurs have been pouring in and state senators, too, when they

spoke at a Legislature luncheon last month.

They hope to keep selling brats this summer and then pass the business off to their fathers when they head off to college.

Joan Novacek, Keri's mother and the girls' business teacher, marveled at how much they've learned.

"They're just going to be a step ahead of the rest," she said. "They've already had all the disappointments and the successes. They've seen it all."

Selling brats isn't in their long-term plans; its photography for Yosten, and sports management for Novacek but they're enjoying the ride while it lasts.

"There's never a dull moment," Yosten said. "We're always having fun."

ORD

Ken Cullers had a problem. He was trying to phase out of the taxidermy business, and he had 41 mounts sitting around, part of a trophy room that never materialized.

So he called up Ord High School and pitched an idea to a teacher: Students could sell the mounts online as a business project, and Cullers would give the school a share of the proceeds.

The idea became a project encompassing three classes: A Web design class maintained the site and responded to buyers' questions, an accounting class handled the

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WAYNE AREA HOSTS SECOND ANNUAL ECONOMIC DEVELOPMENT SUMMIT

Wayne Area Economic Development, Inc. will host the second annual Economic Development Summit, **"Rural Economic Development in the 21st Century"**, on Thursday, May 15, 2008 from 8 a.m. until 5 p.m. in Gardner Hall on the Wayne State College Campus in Wayne, Nebraska.

The keynote speaker for the one day event will be Don Holbrook, CEcD, a private practitioner involved in the major elements of site location analysis for major private sector investment projects. Holbrook, the author of "The Little Black Book of Economic Development" and "Who Moved My Smoke Stack?", believes the process of developing world class communities is a paradigm shift in mindset and not determined by geographic location or population rather by the quality and vision of local leadership. He advocates a seven step process to achieve such world class community mindsets.

Other presenters at the break-out sessions will cover topics such as Housing, Workforce Development, Business Succession, Tax Increment Financing, Angel

Investors, Business Retention & Expansion, Leadership and Changes on Main Street, and Site Selection.

The public is invited to attend as well as professionals in the following areas: economic development, industry, city/county/state/federal governments, workforce development, small business, investors, education, inventors, local/state/federal representatives, entrepreneurs, and sponsors and exhibitors.

For more information, contact the Wayne Area Economic Development office at 402.375.2240. Register on line at <http://cariregistration.unl.edu>

Irene Fletcher
Office Manager
Wayne Area Economic Development, Inc.
108 W. 3rd Street
Wayne, NE 68787
402.375.2240
fax 402.375.2246

INTERSTATE & INTERNET ROAD TRIP TO EXHIBIT NEBRASKA FARE

A new special event will be held this summer in communities found along Interstate 80. The Interstate and Internet Road Trip is the first of its kind—a statewide trade show where exhibitors can feature and sell their arts, agritourism activities, crafts, handmade products, homemade items, food and more at various physical locations called 'Shop 19 Stops' Stops' from **July 18-20** and on <http://www.countryadventures> for an entire year.



Country Adventures is coordinating this event and will be marketing the I & I Road Trip in tourism publications, travel sections in major newspapers and other trade media outlets.

are being sought to increase the exposure to Nebraska tourism. Chambers of Commerce, Visitors Bureaus, community organizations, attraction and lodging providers and others in the hospitality industry can become involved to increase exposure to their attractions, restaurants, lodging facilities and community. Country Adventures will be providing all locations \$1,000 plus incentive dollars upon securing 20 exhibitors.

Take advantage of these collaborative marketing efforts and the opportunity to bring tourism dollars to your community by contacting CountryAdventures by email at kelly@countryadventures.com or by phone at 308.338.1231.

Also contact CountryAdventures if you would like to exhibit and showcase your items and/or adventures at an Interstate and Internet Road Trip Shop Stop location and on www.countryadventures.com.

Currently Kimball, North Platte, Kearney and Aurora will be 'Shop Stop' communities. Other communities

NATIONAL EXTENSION WEBSITE BRINGS EXPERTISE FROM ACROSS U.S. TOGETHER

A groundbreaking new website, eXtension.org, offers a gateway into some of the nation's leading expertise on just about any topic one can imagine.



University of Nebraska-Lincoln Extension is a leader of the national effort, with Nebraska

extension faculty providing their expertise in several content areas. Also, the national director of eXtension is based at UNL.

"University of Nebraska-Lincoln Extension has long been proud of its development and delivery of educational programs to Nebraskans," said Elbert Dickey, dean and director of UNL Extension. "This new partnership with extension colleagues nationwide brings together the best of the best in the land-grant university system.

"The result is a Web-based portal into extension expertise across the country--a trove of research-based, unbiased information for all Americans," Dickey added. "This will help assure that extension remains as relevant as ever in the 21st century as it brings this know-how to consumers in the comfort of their homes, 24/7."



eXtension currently is organized into 16 "communities of practice," with more to come. So far, topic areas include: **entrepreneurship**, horticulture, agrosecurity, family caregiving, beef cattle, wildlife damage management, horses, science and technology for youth and more.

The communities of practice are typically multi-institutional, multi-state and multi-disciplinary, bringing a range of expertise to each topic.

Dynamic, relevant and timely answers

eXtension is unlike any other search engine or information-based website. It's a space where university content providers can gather and produce new educational and information resources on wide-ranging topics. Because it's available to students, researchers, clinicians, professors, as well as the general public, at any time from any Internet connection, eXtension helps solve real-life problems in real time.

Some user-friendly features of the website include:

- Case Studies
- Information Briefs
- Data & Cool Tools
- State & Local Policies
- Research References
- Answers from our Experts



eXtension Foundation

The eXtension Foundation is a non-profit entity that exists to support the work of eXtension. Learn more about how you can support or sponsor this work at our eXtension Foundation

Through eXtension.org, consumers also can interact with each other, forming "communities of interest" in various subject areas. An "Ask an Expert" feature allows consumers still another way to tap into expertise in the land-grant university system. Users also can subscribe to RSS feeds, and eXtension will automatically send updates on items of interest.

eXtension is part of Cooperative Extension, a nationwide educational network. With that relationship, eXtension.org is able to pull the best, most researched knowledge from the land-grant universities across America, connecting knowledge consumers with knowledge providers.

BECA GRANTS TO BE AWARDED DURING NEXT CYCLE—APPLICATION DEADLINE IS FRIDAY, MAY 9

In today's economy, getting the most bang for the buck is a challenge to put it mildly. Yet the Building Entrepreneurial Communities Act (BECA) grants awarded to date are actually reshaping people's thinking and whole approach to affecting positive community and economic growth and development with available resources.

BECA, based on the premise that when organizations unite for a common cause and pool their resources, great things really can and do happen, is not only paying cost-saving dividends, but more intangible benefits, such as long-lasting partnerships and dream projects coming true for an entire region.

Rawnda Pierce, executive director of Twin Cities Development Association, Inc. in Scottsbluff, Neb., is very knowledgeable about the good things being done through BECA grants.



Twin Cities Development Association applied for and received a \$28,000 BECA grant, on behalf of itself, Western Nebraska Community

College, Scotts Bluff County, the cities of Scottsbluff, Gering, Bridgeport and Mitchell, and the village of Morrill to kick start the Western Nebraska Entrepreneurial Initiative.

In its formative stages, the Initiative has created a program to educate and technically assist young small business owners and entrepreneurs. Twin Cities prepared the grant application, while the other partnering organizations pledged funds to match the grant amount, providing the initiative with a solid financial base to really make a difference.

"Scottsbluff/Gering has sponsored summer E-camps for 3rd-12th graders for the past two summers. Separate camps, including robotics camp, builder's camp, writer's/artist's camp, Entrepreneur for a Day camp, Make it and Market it camps, and Entrepreneurs of Tomorrow camps have all grown in yearly enrollment and new material. This year, we're trying to get local contractors to offer "hands on" construction trades workshops. We hope to offer one day where kids learn about electricity, plumbing,

HVAC, GPS and surveying, and one day where kids actually build a product," Pierce said. "Many of these are programs we cannot offer within our normal budgets. Without these funds, we struggle to think how we would have funded these projects at the level that [together] we were able to achieve."

As recently as last December, Scottsbluff/Gering received a \$70,000 BECA grant to market a new workforce recruitment Web site: www.wehavejobs.net.



"The BECA grant enables us to reach a broader target audience and enhance our marketing campaign to reach potential workers outside the immediate area," Pierce said. "We have been to eight college fairs this past February and March alone. And the grant funds allowed us to purchase professional marketing materials to promote the Web site. We are now in the process of obtaining bids to place billboards along the Front Range, and develop cable ads that can be run in various economically hard hit areas, such as Detroit."

So what about your region? Are there projects you want to accomplish? Are there organizations that can come together to help you accomplish them?

Now is the time to apply for the second application cycle of BECA grants for FY2007-2008. The BECA program, which is part of the Nebraska Advantage package, is funded by the Nebraska Department of Economic Development and administered by the Nebraska Rural Development Commission.



The application deadline is Friday, May 9, noon, Central Daylight Time. To apply online, go to: www.ruralnebraska.info.

For more information on BECA, or the application process, contact Linda Fettig at 308.749.2291 or linda.fettig@ded.ne.gov.

Targeted Teaching Topic



FELONY FASHION FAILURES

Contacts, Networking, and Socializing....Oh My!

Those three words may not seem as scary as the “lions, tigers and bears...oh my!” that Dorothy feared in the Wizard of Oz, but they can be just as dangerous for an entrepreneur.



With that scary R word (*RECESSION!!!*) and the credit crunch making the headlines, entrepreneurs need to be especially mindful that the impressions they make when meeting a prospective client/customer, venture capitalist, or banker can be make-or-break. From the clothes that you wear, to your table manners, to what you say and write, everything will be scrutinized just that much more carefully.

The Targeted Teaching Topic in the September 2006 issue of Nebraska E-News Monthly and the accompanying support materials addressed networking, business casual attire, and related topics. Because of the importance of making positive impressions, this and future Targeted Teaching Topics will explore other aspects of creating positive impressions when contacting potential clients or investors, networking, and socializing.



Studies have shown that when meeting a person for the first time, your nonverbal communication makes all the difference. That means that no matter how silky smooth your verbal delivery, clients, prospective partners, or venture capitalists/bankers are likely to tune you out if they are focused on that stain on your tie or that too-revealing blouse. The clothing you wear, no matter how fashionable or expensive, may be a roadblock to your success if it makes a negative first impression.

So, for your consideration, here are some key “Fashion Felonies” in no particular order of importance...they are all bad! And many apply to either gender, so please don’t stop reading with just one of the categories.



Women’s Fashion Felonies

1. Clothing that is way too tight, too short, or too revealing
2. Open-toed shoes with visible stocking seams
3. Too much make-up or perfume
4. Buttoned garments that gap, showing skin or underwear
5. Shoes that are the wrong color, wrong style, or wrong height for the business outfit or occasion
6. Out-of-date hair style or too trendy hairstyle
7. Overly gaudy, jingly, or clanky jewelry
8. Torn hems and linings that are visible



Men’s Fashion Felonies

1. Poorly fitting clothes—too baggy, too tight
2. Scuffed/unpolished shoes, sandals (with or without socks) or sneakers when wearing business attire (yikes!)
3. Showing your hairy legs because your socks are too short
4. Clip-on ties or ties that are too short or too long
5. Not wearing a belt
6. Wearing a belt that doesn’t match the dress shoes you have on (and you should have them on, by the way!)
7. Earrings, visible piercings, or tattoos
8. Unkempt (uncombed or unclear) hair

PRESENTING FRESH IDEAS

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finances and an ag class packaged and shipped the mounts.

Many of the mounts have sold, and a few people have expressed interest in buying the rest of the collection, said Jennifer Remmereid, who teaches the Web design class.

She said the class has been a valuable real-world application of everything students have been learning in textbooks.

"It makes a big difference," Remmereid said. "It's about what's happening, rather than what could happen."

The project has captured the students' attention, too. They've come into class each day checking to see what mounts have been bid on, eager to reply to customers' e-mails. "We love it," said Anastacia Meyer, a junior in the Web design class.

Meyer hopes to someday open her own photography studio, and she was excited at the prospect of being able to pick up valuable Web skills first-hand.

"I thought it would be awesome because I'd actually be able to do some hands-on stuff and actually help somebody with their business," she said.

The school hopes to continue the program next year, working with other residents from the area.

Jamie Hornickel, a senior in the Web design class, is thinking of going into photography or journalism, possibly in the Sandhills.

She called the project a great learning tool that gave her an idea of how to navigate the online business world. "It was more interactive, rather than just reading a book and doing something," Hornickel said.

Special thanks to Mark Coddington, Scott Kingsley, and the Grand Island Daily Independent for granting permission to reprint the article and photos.

Gregg Christensen
Entrepreneurship and Career Education Specialist
Instruction and Innovation Team
301 Centennial Mall South
P.O. Box 94987
Lincoln, NE 68509-4987
402.471.4337
gregg.christensen@nde.ne.gov
www.nde.state.ne.us/entrepded/



For timely information on topics related to entrepreneurship and entrepreneurship education (K-20) at the local, state, regional, national and international levels and to share information with others, sign up for the Nebraska Entrepreneurship Education Listserv log on to:
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